NDEP National Diabetes Month Partner Promotions Call

Tuesday, August 19
1-2 PM ET
Today’s Agenda

• **Review of NDEP Materials and National Diabetes Month Plans**
  - Theme
  - Overview of NDEP Materials and Activities
  - Ideas forUsing NDEP Resources

• **Partner Presentation – Arkansas Department of Health**
  Bonnie Bradley, MPH, RD and Tammy C. Pannells, PhD,
  Arkansas Department of Health

• **Question & Answer Period**
Webinar Logistics

- All lines are muted
- Two ways to ask questions during webinar:
  1. Type your question into the chat section and we will read your question aloud
  2. Click the “raise hand” icon and we will call your name and unmute your line
National Diabetes Month Theme: *Be Smart About Your Heart: Control the ABCs of Diabetes*
Be Smart About Your Heart: Control the ABCs of Diabetes

A for the A1C test (A-one-C):
What is it? The A1C is a blood test that measures your average blood sugar level over the past three months. It is different from the blood sugar checks you do each day. The A1C goal for many people with diabetes is below 7. Ask what your goal should be.

C for Cholesterol (ko-LESS-tuh-ruhl):
What is it? There are two kinds of cholesterol in your blood: LDL and HDL. LDL or “bad” cholesterol can build up and clog your blood vessels. It can cause a heart attack or stroke. HDL or “good” cholesterol helps remove the “bad” cholesterol from your blood vessels.

B for Blood pressure.
What is it? Blood pressure is the force of your blood against the wall of your blood vessels.

S is for Stop Smoking.
Ask for help or call 1-800-QUITNOW
National Diabetes Month Landing Page
YourDiabetesInfo.org/DiabetesMonth2014

This November, the National Diabetes Education Program (NDEP) and its partners are proud to support National Diabetes Month 2014. Throughout National Diabetes Month, the NDEP and its partners will promote “Be Smart About Your Heart: Control the ABCs of Diabetes” to help people with diabetes learn they are at greater risk for heart disease, and also how they can lower that risk by managing the diabetes ABCs: the A1C test, Blood Pressure, Cholesterol and Stop Smoking.

Manage Your Diabetes ABCs

A
A1C Test
The A1C test is a blood test that measures your average blood sugar level over the past three months.

B
Blood Pressure
Blood pressure is the force of your blood against the wall of your blood vessels.

C
Cholesterol
There are two kinds of cholesterol in your blood: LDL (bad) and HDL (good). “Bad” cholesterol can build up and clog your blood vessels, which can cause a heart attack or stroke.

S
Stop Smoking
Stop smoking — ask for help or call 1-800 QUITNOW

Learn why the Diabetes ABCs are important to manage, what your goals should be, and what questions to ask your doctor.

Additional Tips for Managing Your Diabetes
Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.
This November, the National Diabetes Education Program (NDEP) and its partners are proud to support National Diabetes Month. Throughout National Diabetes Month, the NDEP and its partners will promote ‘Be Smart About Your Heart, Control the ABCs of Diabetes’ to help people with diabetes learn they are at greater risk for heart disease, and also how they can lower that risk by managing the diabetes ABCs: Blood Pressure, Cholesterol, and Stop Smoking.

### Manage Your Diabetes ABCs

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A1C Test</strong></td>
<td><strong>Blood Pressure</strong></td>
<td><strong>Cholesterol</strong></td>
<td><strong>Stop Smoking</strong></td>
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<td>The A1C test is a blood test that measures your average blood sugar level over the past three months.</td>
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Learn why the Diabetes ABCs are important to manage, what your goals should be, and what questions to ask your doctor.

### Additional Tips for Managing Your Diabetes

Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.

### NDEP Resources

- Take Care of Your Heart, Manage Your Diabetes and Your Heart Infographic
- NDEP Resources

### Promotional Materials

- Talking Points (to come)
- Feature Article (to come)
- Template News Release (to come)
This November, the National Diabetes Education Program (NDEP) and its partners are proud to support National Diabetes Month 2014. Throughout National Diabetes Month, the NDEP and its partners will promote "Be Smart About Your Heart: Control the ABCs of Diabetes" to help people with diabetes learn they are at greater risk for heart disease, and also how they can lower that risk by managing the diabetes ABCs: the A1C test, Blood Pressure, Cholesterol and Stop Smoking.

Manages Your Diabetes ABCs

A1C Test

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Blood Pressure

Blood pressure is the force of your blood against the walls of your blood vessels.

Cholesterol

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Stop Smoking

Stop smoking — ask for help or call 1-800-QUIT-NOW

Learn why the Diabetes ABCs are important to manage, what your goals should be, and what questions to ask your doctor.

Additional Tips for Managing Your Diabetes

Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.

NDEP Resources

Take Care of Your Heart: Manage Your Diabetes and Your Heart Risk

You Are the Heart of Your Family: Take Care of It.

Promotional Materials

NationalPoints (no cost)

Feature Article (no cost)
Manage Your Diabetes ABCs

A
A1C Test

The A1C test is a blood test that measures your average blood sugar level over the past three months.

B
Blood Pressure

Blood pressure is the force of your blood against the wall of your blood vessels.

C
Cholesterol

There are two kinds of cholesterol in your blood: LDL and HDL. "Bad" cholesterol can build up and clog your blood vessels. It can cause a heart attack or stroke.

S
Stop Smoking

Stop smoking — quit for good or call 1-800-QUIT-NOW.

Additional Tips for Managing Your Diabetes

Learn about ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.

NDEP Resources

Take Care of Your Heart: Manage Your Diabetes

Diabetes and Your Heart—An Infographic

You are the expert of your family. Take Care of It.

Promotional Materials

Follow NDEP on Facebook

Follow NDEP on Twitter

Follow NDEP on YouTube

Prevent Type 2 Diabetes

Prediabetes increases your risk of developing type 2 diabetes, heart disease, and stroke, but not everyone with prediabetes will progress to diabetes.

Knowing about your risk for type 2 diabetes is the first step to ward preventing or delaying the onset of the disease or promoting an early diagnosis.

Learn about your risk for type 2 diabetes

Learn how you can prevent type 2 diabetes

NDEP Resources

Choose Your Words: Tips to Prevent Type 2 Diabetes

Small Steps, Big Rewards: Your GAME PLAN to Prevent Type 2 Diabetes

Promotional Materials

Take a Step (no form)

Share the Diabetes Risk Test
Manage Your Diabetes ABCs

A
A1C Test
The A1C test is a blood test that measures your average blood sugar level over the past three months.

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Blood Pressure
Blood pressure is the force of your blood against the wall of your blood vessels.

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Cholesterol
There are two kinds of cholesterol in your blood: LDL and HDL, or “bad” cholesterol can build up and clog your blood vessels. It can cause a heart attack or stroke.

S
Stop Smoking
Stop smoking — ask for help or call 1-800-DIABETES.

Learn why the Diabetes ABCs are important to manage, what your goals should be, and what questions to ask your doctor.

Additional Tips for Managing Your Diabetes
Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.

NDEP Resources
Take Care of Your Heart, Manage Your Diabetes
Cigarettes and Your Health in Epilepsy
You are the Expert of Your Family: Take Care of It

Promotional Materials
Downloadable Resource
Feature Articles to review

Prevent Type 2 Diabetes
Prediabetes increases your risk of developing type 2 diabetes, heart disease, and stroke, but not everyone with prediabetes will progress to diabetes.

Knowing your risk for type 2 diabetes is the first step to ward preventing or delaying the onset of the disease or promoting an early diagnosis.

NDEP Resources
Choose One of Five Ways to Prevent Type 2 Diabetes
Small Steps: Big Rewards: Your Guide to Plant-Based Eating to Prevent Type 2 Diabetes

Promotional Materials
Taking Pistles (no cows)
This November, the National Diabetes Education Program (NDEP) and its partners are pursuing support for National Diabetes Month 2014. Throughout National Diabetes Month, the NDEP and its partners will promote the "Smart About Your Heart: Control the ABCs of Diabetes" campaign to help people with diabetes learn to take better care of their health, and also how they can lower their risk of managing the diabetes ABCs: Blood Pressure, Cholesterol and Stop Smoking.

Manage Your Diabetes ABCs

A

B

C

S

A1C Test
Blood Pressure
Cholesterol
Stop Smoking

The A1C test is a blood test that measures your average blood glucose levels over the past three months.

Blood pressure is the force of blood against the wall of your blood vessels.

There are two levels of cholesterol in your body, LDL and HDL, or "bad" and "good" cholesterol.

Stop smoking will help lower your A1C, blood pressure and blood levels.

Additional Tips for Managing Your Diabetes

Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or death by managing your diabetes.

Prevent Type 2 Diabetes

Preventing diabetes decreases your risk of developing type 2 diabetes, heart disease, and stroke, but not everyone with prediabetes will progress to diabetes.

Knowing about your risk for type 2 diabetes is the first step to ward preventing or delaying the onset of the disease or promoting an early diagnosis.

Prevent diabetes (also called prediabetes) is the new goal for the National Diabetes Month campaign.

NDEP Resources

Take Care of Your Heart, Manage Your Diabetes workshops and Your Heart Information

Take the Heart of Your Family: Take Care of it
Promotional Materials

Follow the Busy Barometer, a feature that helps you stay healthy.

Related Tools & Resources

American Heart Association (My Diabetes Health Assessment)
American Diabetes Association (My Health Advisor)
The National Institute of Health's National Heart, Blood, and Lung Institute
The Centers for Disease Control and Prevention’s Million Hearts Initiative
NIDDK's Prevent Diabetes program: Keep your heart and blood vessels healthy (http://www.niddk.nih.gov/health-information/health-safety/prevent-diabetes/keeping-your-heart-and-blood-vessels-healthy/Pages/default.aspx)
NDEP National Outreach Activities

• National Diabetes Month Partner Mailing:
  o Package of NDEP materials to support National Diabetes Month outreach
  o Limited quantities of hard copy materials were available – all materials are accessible to download
  o Partners who submitted request forms should start receiving materials by mid-September
  o Partners have committed to provide feedback to NDEP by December 16

• Traditional and Non-traditional Outreach:
  o Outreach to national and regional media outlets (print, online, broadcast)
  o Social Media Engagement
Social Media Outreach

This November, the National Diabetes Education Program (NDEP) and its partners are proud to support National Diabetes Month 2014. Throughout National Diabetes Month, the NDEP and its partners will promote “Be Smart About Your Heart: Control the ABCs of Diabetes” to help people with diabetes learn they are at greater risk for heart disease, and also how they can lower that risk by managing the diabetes ABCs: the A1C test, Blood Pressure, Cholesterol, and Stop Smoking.

**Manage Your Diabetes ABCs**

- **A** - A1C Test
  - The A1C test is a blood test that measures your average blood sugar level over the past three months.

- **B** - Blood Pressure
  - Blood pressure is the force of your blood against the wall of your blood vessels.

- **C** - Cholesterol
  - There are two kinds of cholesterol in your blood: LDL and HDL. LDL, or “bad” cholesterol, can build up and clog your blood vessels. It can cause a heart attack or stroke.

- **S** - Stop Smoking
  - Stop smoking — ask for help or call 1-800-QUITNOW

Learn why the Diabetes ABCs are important to manage, what your goals should be, and what questions to ask your doctor.

**Additional Tips for Managing Your Diabetes**

Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.

**NDEP Resources**

- **World Diabetes Day**
  - World Diabetes Day is a global event held on November 14 every year and is an official United Nations World Day. In 2014, World Diabetes Day will address the topic of healthy eating and its importance both in the prevention of type 2 diabetes and diabetes management.

**Social Media Messages**

- Copy and paste these messages to your Facebook and Twitter pages.

  - Many people don’t know that having diabetes means that you have a greater chance of having heart problems such as a heart attack or stroke. This National Diabetes Month, the National Diabetes Education Program wants you to be smart about your heart by managing the ABCs of diabetes. Learn more at: ndea.gov/123

  - This National Diabetes Month, Be Smart About Your Heart by managing the ABCs of diabetes. Learn more at: ndea.gov/123

  - World Diabetes Day takes place every year on November 14th. It is a United Nations World Day. In 2014, World Diabetes Day will address the topic of healthy eating and its importance both in the prevention of type 2 diabetes and diabetes management.
Social Media Outreach (cont’d)

- Like and share NDEP’s infographic with your followers on Facebook and Twitter. You can also embed the infographic on your blog or website using the code available on the NDEP website.

- Embed NDEP’s “Take Care of Your Heart. Manage Your Diabetes” on your blog or website.

- Like and share videos from NDEP’s YouTube channel.
Social Media Outreach (cont’d)
World Diabetes Day

Manage Your Diabetes ABCs

A1C Test
The A1C test is a blood test that measures your average blood sugar level over the past three months.

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Additional Tips for Managing Your Diabetes
Learn about additional ways you can live longer, improve your health, and lower your risk of heart disease or stroke by managing your diabetes.
Partner Presenters

Bonnie Bradley, MPH, RD, LD, Public Health Nutrition Consultant, Chronic Disease Prevention & Control Branch

& Tammy C. Pannells, PhD, Research Project Analyst, Health Statistics Center, County Surveys Arkansas Department of Health
Who is the Diabetes Advisory Council (DAC)?

- A diverse group of members who have a professional or personal interest in diabetes prevention, detection and treatment of all three types of diabetes
- Four subcommittees:
  - Patient Education
  - Provider Education
  - Public Education
  - Policymaker Education
How did DAC Incorporate NDEP?

• Sent announcements about NDEP to our members

• Encouraged participation on the monthly campaign partners call

• Used the national theme-Diabetes is a Family Affair for the year

• Encouraged members to request NDEP materials packets
How did DAC Incorporate NDEP?

• Promoted NDEP month campaign on the Sept. DAC meeting agenda and encouraged each subcommittee to plan events
• Asked our members to send planned activities to our Public Education Subcommittee Chair to be placed on our monthly calendar of events
• Facilitated the process of incorporating the NDEP materials in various events across Arkansas through our four subcommittees that target audiences of patients, general public, policymakers, and health care providers
• Organized campaign committees for various events by partnering with:
  - Arkansas Department of Health–Communications
  - ADH- Statistics Branch
  - ADH- Chronic Disease Prevention and Control Branch
  - ADH- Family Health Branch
  - Arkansas Kidney Commission
  - Baptist Health
  - Local news station FoxNews16
  - Arkansas Pharmacy Association
  - Daughters of Charity of South Arkansas
  - Conway Regional Medical Center
  - Office of Minority Health and Health Disparities
  - And many others
Arkansas Department of Health (ADH) Communications

• Is the official voice to the public for the ADH
• Members of the staff are invited to DAC meetings
• NDEP information is shared with ADH Communications
• ADH staff is aware of official evidenced-based infographics
• September 2013: requested a planning meeting with ADH Communications and DAC key stakeholders to plan and coordinate specific activities for National Diabetes Awareness Month
# Using NDEP Materials by Subcommittee

<table>
<thead>
<tr>
<th><strong>Patient Education</strong></th>
<th><strong>Provider Education</strong></th>
<th><strong>Public Education</strong></th>
<th><strong>Policy-Maker</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Take Charge of your Diabetes <em>(Book- English and Spanish)</em></td>
<td>NDEP-Diabetes Numbers At-a-Glance 2012</td>
<td>Used information to create questions for the Arkansas DAC survey</td>
<td>Theme: Diabetes is a Family Affair&lt;br&gt;National Diabetes Month Partner Promotions call Presentation 2013</td>
</tr>
<tr>
<td>Diabetes –Numbers At-a-Glance 2012</td>
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<td></td>
</tr>
<tr>
<td>4 Steps to Manage Your Diabetes for Life</td>
<td>4 Steps to Manage Your Diabetes for Life</td>
<td>Used tool kit in media training</td>
<td>Diabetes Fact Sheets</td>
</tr>
<tr>
<td>Small Steps. Big Rewards-Your Game Plan to Prevent Type 2 Diabetes</td>
<td>Take Care of Your Feet for a Lifetime</td>
<td>Used national campaign as basis for health awareness event in Camden, AR</td>
<td>Worked through the Arkansas Pharmacy Association to promote diabetes awareness for legislators “Day at the Capitol” Spring Campaign</td>
</tr>
<tr>
<td>Know Your Numbers- Know your diabetes ABCs</td>
<td>Small Steps . Big Rewards. Your Game Plan to Prevent Type 2 Diabetes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme: Diabetes is a Family Affair</td>
<td>It’s Never Too early to Prevent Diabetes</td>
<td>Used tool kit in preparing for Awareness Event in Camden</td>
<td></td>
</tr>
<tr>
<td>Its’ Not Too Late to Prevent Diabetes –Take Your First Step Today</td>
<td>Know Your Numbers- Know your diabetes ABCs</td>
<td>Used website to gain information for children’s health event at Chenal Elementary School, Little Rock, AR</td>
<td></td>
</tr>
<tr>
<td>More than 50 ways to Prevent Type 2 Diabetes</td>
<td></td>
<td>Adding information of National campaigns to our DAC calendar</td>
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<tr>
<td>Road to Health Tool kit-DVD was distributed in training packets and for the DAC meeting packets for the membership on December 5, 2013</td>
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</tbody>
</table>
Promoting NDEP Materials

- The Medical Director of Chronic Disease and a child with Type I diabetes did a live presentation on local TV to promote prevalence, prevention, & self-management of diabetes type 1 and type 2 awareness
- Used personal stories in a live presentation with a local news reporter to promote how NDEP materials can be used to successfully manage type 1 diabetes in adolescence
- Articles in newspapers, newsletters, links and postings on social media, PSAs for television and radio
Promoting NDEP Materials

• Distributed printed materials through all local health units, pharmacies, and other health care facilities

• Held a media training for DAC members
  – Used Road to Health Toolkit as the foundation

• Community-based linkage events, such as the family awareness event in Camden, AR
Promoting NDEP Materials

- The infographic, “Diabetes and Your Heart”

- 4 Steps to Manage Your Diabetes for Life, Numbers at a Glance and an evaluation form

- All of the materials are marketed and used across all segments of the population
Sample of Evaluation of Events

- Monitored the hits to the websites and social media sites
- The number of calls to live presentations
- Requests for information
- Attendance at community-based events
- Attendance at professional training
Examples

Arkansas Department of Health

Diabetes Prevention and Control

The Diabetes Prevent and Control Section (DPCS) has provided services to professionals and communities since 1987 in an effort to reduce the burden of diabetes in our state. In Arkansas an estimated 240,000 children and adults have diabetes. Pre-diabetes adds another 519,000 Arkansans facing a possible future diagnosis of diabetes.

The program provides a wide range of support services such as technical assistance, quality improvement training, health care team scholarships, and health promotion through media messages.

DIABETES and your HEART

If you have diabetes, you are 2-4 times more likely to have heart disease or a stroke than if you do not have diabetes.

Smoking doubles the risk of heart disease in people with diabetes.

ABCs of Diabetes

Ask your health care provider what your blood sugars are.

Ask your health care provider what your blood sugars are.

Ask your health care provider what your blood sugars are.

Ask your health care provider what your blood sugars are.

Make a Plan to Control Your Diabetes - It's not Easy, but It's Worth It

4 Steps to Control Your Diabetes for Life

Small Steps - Big Rewards

Make a Plan

What is diabetes?

A person with diabetes has a disease in which the body is unable to regulate blood sugar properly. Diabetes can be associated with serious complications and premature death, but people with diabetes can take steps to control the disease and lower the risk of complications.

Types of diabetes

Type 1 diabetes

In a person with type 1 diabetes (previously called juvenile-onset or insulin dependent diabetes), the pancreas produces little or no insulin to regulate the blood sugar (glucose) level properly. This form of diabetes usually occurs in children and young adults, although it can occur at any age. Fifteen of every 100,000 people develop type 1 diabetes each year in the US.

Type 2 diabetes

In a person with Type 2 diabetes (previously called adult-onset diabetes) the body makes insulin, but cells cannot use it properly. About 300 out of every 100,000 people develop type 2 diabetes every year in the US. Most people with diabetes have Type 2. Type 2 diabetes is associated with older age, obesity, family history of diabetes, history of gestational diabetes, limited ability to use glucose, physical inactivity, and race/ethnicity. African Americans, Hispanic Americans, American Indians, and some Asian Americans and Native Hawaiians or other Pacific Islanders are at particularly high risk for type 2 diabetes and gestational diabetes.

Type 2 diabetes is increasingly being diagnosed in children and teenagers. Diabetes is the third most prevalent severe chronic disease of childhood in the U. S. Those diagnosed with diabetes before they are 20 years old have a life expectancy that is 15-27 years shorter than people without diabetes.

Gestational diabetes

Gestational diabetes is diagnosed during pregnancy. Gestational diabetes occurs more frequently among African Americans, Hispanic/Latino Americans, and American Indians. It is also more common among women who are overweight or have a family history of diabetes. Gestational diabetes requires treatment to help stabilize blood sugar levels to avoid complications in the infant. Women who have had gestational diabetes and their children are at lifelong risk for getting diabetes.
Examples

Arkansas Department of Health
November 5, 2013

What is gestational diabetes? It's a type of diabetes that is first seen in a pregnant woman who did not have diabetes before she was pregnant. Doctors most often test for it between 24 and 28 weeks of pregnancy. Gestational diabetes can often be controlled through eating healthy foods and regular exercise. Visit the link to learn more about gestational #diabetes:
http://goo.gl/AgBHgi

Arkansas Department of Health
November 16, 2013

Are you at risk for type 2 diabetes? If you have a family history of #diabetes, are obese, or belong to certain racial or ethnic groups you may be at risk. Visit the link to learn more and take the diabetes risk test.

Are you at risk for Type 2 Diabetes?
www.healthy.arkansas.gov

Like · Comment · Share
164 people reached
Thank you

Bonnie Bradley
bonnie.bradley@arkansas.gov

Tammy Pannells
tammy.pannells@arkansas.gov
Questions?